

FEARLESS
EXPLORATION



PHOTOS FROM TOP: COLLECTOR VEHICLE AT MOUNT RAINIER NATIONAL PARK; FAMILY BIKING AROUND MUSEUM OF GLASS; EXPLORING MOUNT RAINIER. PHOTOS BY HEIDI VLADYKA.

TRAVEL

TACOMA +
PIERCE COUNTY, WA

FOR MORE INFORMATION
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BRAND FACT SHEET

The Tacoma Regional Convention + Visitor Bureau [TRCVB] is the official destination marketing organization for Tacoma + Pierce County, Wash. As a leader in tourism, the TRCVB promotes and packages the destination to attract and meet the needs of meetings and conventions, group tours, special interest groups and the leisure traveler. Accredited by Destination Marketing Association International.

THE DESTINATION BRAND

Our brand is who we are. It's not a logo. It's not a slogan. It's the total sum of words, images and associations that form the customer's perception and helps us distinguish our destination from other cities. It is our story that is told. It is our story that is lived. It is our story that inspires.

what customers can expect BRAND PROMISE

Pierce County inspires transformation. It is a place to fearlessly explore a fusion of natural beauty and an accessible art culture. Experiencing this place leaves those who come different from when they came. Perspectives changed. Challenges accomplished. Stories created.

heart + soul of the destination BRAND ESSENCE

Inspired transformation through fearless exploration.

human characteristics BRAND PERSONALITY

Approachable: Unpretentious, unguarded, helpful, greeted with a smile, accessible people, inclusive culture.

Proud: Spirit of the underdog, unassuming, spirit of accomplishment, revitalized, able to leave your mark.

Relaxed: Laid-back, conversational, comes as you are, Pacific Northwest culture [jeans, Birkenstocks and fleece].

Tough Spirited: A place for people unafraid to trek through the woods

of Mount Rainier in the rain, fearless of breaking a sweat in the heat of the hot shop while blowing glass and resiliently tilling the soil that grows some of the world's best rhubarb.

Witty: Playful, light-hearted side notes with a dry sense of humor. Conversational. Maybe even a little self deprecating at times.

what we want to come to mind when people are exposed to our destination name BRAND STAND-OUTS

- Our iconic images: Glass Art, Collector Vehicles and Mount Rainier National Park
- Our geographic location: We're not Washington D.C. We're close to Seattle, but still a distinct destination.
- Feeling of surprise and awe.
- Perception of safety and cleanliness.
- Anticipation of transformation.

Focusing on our iconic images does not mean that we are excluding niche markets such as golf, maritime and agritourism.

marketing campaign BRAND ROLL-OUT

Tacoma + Pierce County is a place for fearless exploration.

look + feel BRAND CREATIVE

Our brand fonts are:

•LIBERATOR

- Geared Slab
- Georgia

Our brand colors are:

•pms 1675

•pms 3135

•pms warm gray 10

•pms warm gray 3

BEHIND THE SCENES

The TRCVB's marketing + communications team developed the destination brand over 1.5 years of research and testing.